Clerk of the House of Representatives Legislative Resource Center B-106 Cannon Building Washington, DC 20515

Secretary of the Senate Office of Public Records 232 Hart Building Washington, DC 20510

http://lobbyingdisclosure.house.gov http://www.senate.gov/lobby

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - All Filers Are Required to Complete This Page

1. Registrant Name ✓ Organization/Lobbying Firm ☐ Self Employed POLICY DIRECTIONS INC.	Individual					
2. Address Check if different than previously reported Address1 818 CONNECTICUT AVENUE, NW, #950 WASHINGTON, DC State						
3. Principal place of business (if different than line 2) City State	Zip Code - Country					
4a. Contact Name Self Check if client is a state of NESTLE PURINA PETCARE CO	c. E-mail fltrull@poldir.com 31747-773 clocal government or instrumentality 6. House ID# 321120056					
TYPE OF REPORT 8. Year 2011 Q1 (1/1 - 3/31) □ Q2 (4/1 - 6/30) □ Q3 (7/1-9/30) □ Q4 (10/1 - 12/31) □ 9. Check if this filing amends a previously filed version of this report □ 10. Check if this is a Termination Report □ Termination Date 11. No Lobbying Issue Activity □ INCOME OR EXPENSES - YOU MUST complete either Line 12 or Line 13						
12. Lobbying	13. Organizations					
INCOME relating to lobbying activities for this reporting period was: Less than \$5,000	EXPENSE relating to lobbying activities for this reporting period were: Less than \$5,000					
Provide a good faith estimate, rounded to the nearest \$10,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client). \$5,000 or more \$						
Signature Filed Electronically	Date 07/18/2011					
Printed Name and Title STEVE KOPPERUD, EXECUTIVE VICE P	Page 1 of 12					

15. General issue area co	ode AGR	AGRICULTURE	(one per page)	
16. Specific lobbying iss	ues			
Pet Food exports				
Pet Food labeling				
Pet Food ingredien	ts			
17. House(s) of Congres	s and Federal agencie	es		
			, Food & Drug Administration (FDA), เ	U.S.
Frade Representat	ive (USTR), Env	vironmental Protection	on Agency (EPA)	
18. Name of each individ	ual who acted as a lo	hhviet in this issue area		
16. Ivaline of each mulvio	uai wiio acted as a io	obyist in this issue area		
irst Name	Last Name	Suffix	Covered Official Position (if applicable)	Ne
STEVE	KOPPERUD			
JILL HOMER	STEWART			
			 	
19. Interest of each fore	on entity in the speci	ific issues listed on line 16	Sahove	
	<u> </u>	ific issues listed on line 16		
	<u> </u>			fit.
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	<u> </u>			fit.
	<u> </u>			fit.
	<u> </u>			16 above
	<u> </u>			
ne degree that	public policies b	penefit Nestle USA, s		

NESTLE PURINA PETCARE CO

POLICY DIRECTIONS INC.

Monitor the following:

Legislation relating to reform of the Conservation Reserve Program; title 3, relating to issues of credit for market development; title 9, relating to research and programs fostering development of alternative feedstocks for biofuel manufacture, and title 11, related to issues on animal care and wellbeing.

Food Safety legislation, all titles, as relates to FDA regulation of pet food and animal food ingredients, including FDA registration, exports certification, user fees, import certification, third party inspection/certification, mandatory recall and standards of operation.

Food & Drug Administration pending Advanced Feed Safety System discussions with industry as to pet food ingredient and processing definitions and standards.

Issues relating to the publication of FDAs proposed final rule to amend its BSE feed rule on feed ingredients of animal origin in animal feeds and pet food.

Monitor and interact with FDA relative to its approval of novel ingredients and their claims for use in pet food.

EPAs redrafting of its draft risk assessment on dioxin and its risk to human health, particularly as relates to foods of animal origin as the source of dioxin.

Animal Health Biotech Pet Food issues Animal Wellbeing 17. House(s) of Congress and Federal agencies
Biotech Pet Food issues Animal Wellbeing 17. House(s) of Congress and Federal agencies
Pet Food issues Animal Wellbeing 17. House(s) of Congress and Federal agencies
Animal Wellbeing 17. House(s) of Congress and Federal agencies
17. House(s) of Congress and Federal agencies
J.S. HOUSE OF REPRESENTATIVES, U.S. SENATE, Agriculture - Dept of (USDA), Food & D
18. Name of each individual who acted as a lobbyist in this issue area
First Name Last Name Suffix Covered Official Position (if applicable)
STEVE KOPPERUD
JILL HOMER STEWART

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ADDENDUM for General Lobbying Issue Area: ANI - ANIMALS	
Legislation to require the federal government to purchase meat, dairy and poultry pro-	=
from farmers meeting certain animal welfare requirements, including a restriction on housing.	Commentent
FDA regulation of pet food and pet food ingredients, including imported ingredients a labeling thereof.	and the
Food & Drug Administration pending Advanced Feed Safety System discussions with to ingredient and processing definitions and standards.	h industry as

LOBBYING ACTIVITY. Seengaged in lobbying on behal information as requested. Add	f of the client	during the reportin		•	ue areas in which the registrant e page for each code, provide	
15. General issue area code	TRD	TRADE (DOMESTIC/I	FOREIGN)		(one per page)	
16. Specific lobbying issues					_	
WTO						
Codex Alimentarius						
FTA negotiations						
17. House(s) of Congress and			eck if Non		e - Dept of (USDA), Food &	Drug
Administration (FDA),						
18. Name of each individual v	who acted as a	a lobbyist in this iss	sue area	Cover	red Official Position (if applicable)	New
STEVE	KOPPERUD					$\neg \Box$
JILL HOMER	STEWART					
						\blacksquare
19. Interest of each foreign e					Check if None	
To the degree that pul	olic policie	s benefit Nestl	e USA,	so to will its	parent, Nestle S.A., benefit.	
Printed Name and Title S	STEVE	KOPPERL	JD. E	XECUTI	VE VICE PRESIDEI	NT
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POLICY DIRECTIONS INC.

LOBBYING ACTIVITY. Seengaged in lobbying on behalf information as requested. Add	f of the client	during the reporting		-	ue areas in which the registrant e page for each code, provide	
15. General issue area code	FOO	FOOD INDUSTRY (S	AFETY, LABI	ELING, ETC.)	(one per page)	
16. Specific lobbying issues						
_	relates to F registration	n, export certifica	ation, use	er fees, import	eed, pet food and animal food certification, third party certification	on,
17. House(s) of Congress and	<u> </u>		eck if Nor			
U.S. HOUSE OF REPI Administration (FDA)	RESENTA	TIVES, U.S. S	SENATE	, Agricultur	e - Dept of (USDA), Food & I	Orug
18. Name of each individual v	who acted as a	a lobbyist in this iss	sue area			
First Name	Last Name		Suffix	Cove	ered Official Position (if applicable)	New
STEVE	KOPPERUD					
JILL HOMER	STEWART					
19. Interest of each foreign en	ntity in the sp	pecific issues listed	d on line 1	6 above	☐ Check if None	
To the degree that pub	olic policies	s benefit Nestl	e USA,	so to will its	parent, Nestle S.A., benefit.	
Printed Name and Title S	TEVE	KOPPERI	JD, E	XECUTI	VE VICE PRESIDE	۱T
v6.0.1f			<u> </u>		Page 8	of _12

Client Name NESTLE PURINA PETCARE CO

POLICY DIRECTIONS INC.

ADDENDUM for General Lobbying Issue Area: | FOO - FOOD INDUSTRY (SAFETY, LABELING, ETC.) Food & Drug Administration pending Advanced Feed Safety System discussions with industry as to future regulation of ingredient and processing definitions and standards. Issues relating to the publication of FDAs proposed final rule to amend its BSE feed rule on feed ingredients of animal origin in animal feeds and pet food. Monitor issues relating to FDAs approval of transgenic food animals and fish, with attention to contemplated or proposed labeling requirements for the foods there from. Monitor and interact with FDA relative to its approval of novel ingredients and their claims for use in pet food. Food Safety law implementation.

15. General issue area coo	de FUE	FUEL/GAS/OIL		(one per page)	
16. Specific lobbying issu	ies	,			
		elating to research	and programs f	ostering development of alternative feedstocks	for biofuel
The state of the s	tend various fede	ral tax incentives fo	r the production	tives for the creation of bio-based fuels. of alternative fuels, including biodiesel from ar	nimal fats and
17. House(s) of Congress			eck if None	griculture - Dept of (USDA)	
18. Name of each individu	Last Name	a lobbyist in this is	sue area	Covered Official Position (if applicable)	New
		a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name	Last Name	a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name STEVE	Last Name KOPPERUD	a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name STEVE	Last Name KOPPERUD	a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name STEVE	Last Name KOPPERUD	a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name STEVE	Last Name KOPPERUD	a lobbyist in this is	ı	Covered Official Position (if applicable)	New O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O O
First Name STEVE	Last Name KOPPERUD	a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name STEVE	Last Name KOPPERUD	a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name STEVE	Last Name KOPPERUD	a lobbyist in this is	ı	Covered Official Position (if applicable)	New
First Name STEVE	Last Name KOPPERUD STEWART		Suffix		New

NESTLE PURINA PETCARE CO

POLICY DIRECTIONS INC.

Registrant

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LOBBYING ACTIVITY. See engaged in lobbying on behalf	•	•		•	ue areas in which the registrant	
information as requested. Add			ig period.	e separate	e page for each code, provide	
15. General issue area code	CAW	CLEAN AIR AND WA	TER (QUALIT	Y)	(one per page)	
16. Specific lobbying issues						
Legislation and regulat	ory actions	related to gre	eenhous	se gas emis	sions caps, as well as actior	n to
create a carbon credit	=	=		_	·	
17. House(s) of Congress and	Federal agend	cies	eck if Non	e		
	RESENTA	ΓIVES, U.S. S	SENATE	, Energy - D	ept of, Environmental Prote	ction
Agency (EPA)						
18. Name of each individual v	vho acted as a	lobbyist in this iss	sue area			
First Name	Last Name		Suffix	Cover	red Official Position (if applicable)	New
STEVE	KOPPERUD					
JILL HOMER	STEWART					
DALE W.	MOORE					
19. Interest of each foreign en	ntity in the end	oific icanos listad	l on line 1	6 above	Check if None	<u> </u>
					parent, Nestle S.A., benefit.	
To the degree that put	nic policics	Deficit Nesti	c oon,	30 to will its	parent, Nestic O.A., benefit.	
Printed Name and Title S	TEVE	OPPERU	JD, E	XECUTI	VE VICE PRESIDE	NT

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POLICY DIRECTIONS INC.

Registrant

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